Business China inks pacts to help locals further strengthen ties with mainland

FINDING out about the key market of China has become a lot easier, thanks to a number of collaborations initiated by the networking group Business China.

The organisation signed a Memorandum of Understanding (MOU) with each of its five partners yesterday. Each agreement is aimed at giving Singaporeans a wider selection of programmes and activities to better understand China, its language and culture.

They include partnerships with the Singapore Chinese Chamber Institute of Business (SCCIOB), Nanyang Technological University (NTU), the National Youth Council, the Singapore Chamber of Commerce & Industry in China and Singapore Press Holdings’ bilingual news and interactive portal, omy.sg.

Business China said the MOU will allow it to leverage on the strength of its five partners to further its mission of developing a bilingual and bi-cultural talent pool here.

The networking group was launched by Minister Mentor Lee Kuan Yew and Chinese Premier Wen Jiabao in November 2007 to enhance bilateral interactions between businesses and young people from both countries.

Health Minister Khaw Boon Wan, who is also an adviser to Business China, witnessed the MOU signing ceremony during the group’s 2nd Spring Reception held at the Marina Bay Floating Platform.

Mr Khaw acknowledged the importance of China’s role in the global economy and recognises the potential for more mutually beneficial partnerships between China and Singapore.

The minister told the gathering: “As China strives to meet the challenges ahead, it will need partners.

“In the last 30 years, China has built a successful partnership with (Singapore)... we should continue to creatively and actively seize those opportunities.”

Two key thrusts of the collaborations include learning programmes for businesses and individuals who are not in business, specifically younger people.

For example, the agreement with SCCIOB includes organising immersion and experiential learning activities, and developing training or networking programmes for both public officials and businessmen from China.

NTU will provide internship opportunities to undergraduates from its Global Immersion Programme, helping them gain valuable working experience in the China market.

And popular Chinese online portal omy.sg will develop a new e-Learning website and jointly organise activities with Business China on the Chinese language and culture that should appeal to young people.

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